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Amendment and/or Response
Reply to Office action of 8 May 2006

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REMARKS / DISCUSSION OF ISSUES

Claims 16-35 are pending in the application. Claims 1-15 are canceled herein.

The applicants thank the Examiner for acknowledging the claim for priority and receipt of certified copies of all the priority documents, and for acknowledging that the drawings are acceptable.

New claims are submitted for non-statutory reason, to replace European-style claim phraseology with American-style claim language, and to include method claims.

The Office action had rejected claims under 35 U.S.C. 102(b) and 103(a) based on Evanicky et al. (USP 5,696,529, hereinafter Evanicky) and Harris et al. (USP 5,115,228, hereinafter Harris). In the interest of advancing prosecution of this case, the following comments are provided with regard to Evanicky and Harris.

Claim 16, upon which claims 17-26 depend, claims a display device that includes a switch element that is configured to selectively route each column output to one of two corresponding columns of an array of pixels. In like manner, claim 29, upon which claims 30-35 depend, claims a method of driving a display device that includes selectively routing each data register output to one of a pair of columns associated with the data signal.

Both Evanicky and Harris teach modifying how data is loaded into buffers corresponding to the columns of the display. If the display is being viewed from one direction, the data is loaded in 'first to last', or 'left to right'; if the display is being viewed from the opposite direction, the data is loaded in 'last to first', or 'right to left'.

Referring to FIG. 11 of Evanicky, data 515a₀-515a_n is loaded into rows 0-n from multiplexers 610(0-n). In one mode of operation, the data is loaded in first to last, as indicated by the "FILL FROM FIRST" identifier of line 612(0); in the other mode of operation, the data is loaded in last to first, as indicated by the "FILL FROM LAST" identifier of line 614(0). After the data for the entire row is filled in the

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appropriate order, the row is displayed. If the mode of operation changes, the data for the entire row must be re-filled, in the opposite order.

Referring to FIG. 1 of Harris, two buffers 26 and 28 are used, each buffer containing the data that is to be displayed for each opposing (front-back) view. As specifically taught by Harris: "Therefore, in order to show the same image in both the front and rear viewers, the images have to be re-written" (Harris, column 3, lines 65-67).

In the applicants' claimed invention, the data/column output is selectively switched to appear on one column or another column, and thus no re-filling of data/column output is required.

Because neither Evanicky nor Harris teaches or suggests selectively routing data/column output to appear on one column or another column of a display, the applicants respectfully maintain that each of the applicants' claims are patentable over Evanicky and Harris.

Claim 27, upon which claim 28 depends, claims a display device that includes an array of pixels that include first and second sub-pixels that are respectively viewable from first and second directions, wherein each column output of a column driver is coupled to first sub-pixels in a first column of the array and to second sub-pixels in a second column of the array, thereby facilitating viewing of the display device from the first and second directions.

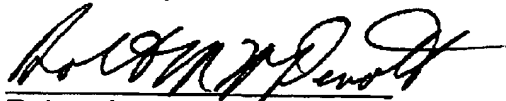
As noted above, both Evanicky and Harris require a re-loading of data into a column driver to effect bi-directional viewing of the display data, whereas the applicants claim providing the same data to two columns of the display to allow such bi-directional viewing. Thus, the applicants respectfully maintain that claim 28 is patentable over Evanicky and Harris.

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In view of the foregoing, the applicants respectfully request that the Examiner withdraw the rejections of record, allow all the pending claims, and find the application to be in condition for allowance. If any points remain in issue that may best be resolved through a personal or telephonic interview, the Examiner is respectfully requested to contact the undersigned at the telephone number listed below.

Respectfully submitted,



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